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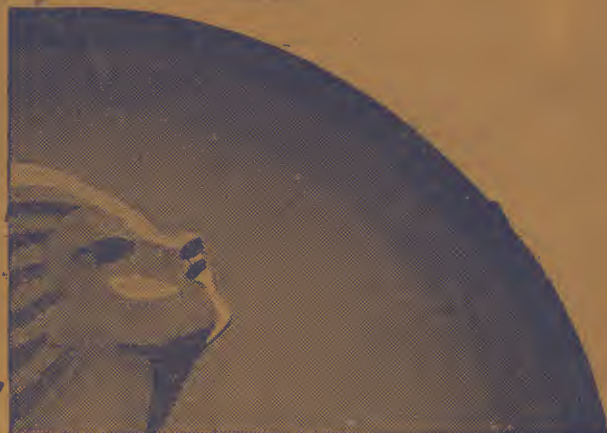


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*The
Official*



California

NEGRO

DIRECTORY

AND CLASSIFIED BUYERS' GUIDE

A WEST COAST DIRECTORY

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V. LINDSAY, Manager of Bronze program broadcast over Station Thursday, 6:30 p. m.; Demoman, Colored Division, Los Angeles; member Democratic County Committee; Democratic Council; Democratic National, State, and County Speakers' Bureau; President Los Angeles County Negro Democratic Club; Member, Democratic County Central Committee; Member, Los Angeles Industrial Union Council, C. I. O.; chairman of Board of Trustees, member Board of Directors, and Legislative Committee of State, County, and Municipal Workers of America, Local No. 46, C. I. O.; member Advisory Committee East Era Health Association; member, National Association for the Advancement of Colored People; member Executive Committee of the Victory Committee; member, Board of Trustees of the People Independent Church of Christ; member Interracial Committee of the Church Federation of Los Angeles. Appointed by Gov. Culbert L. Olson to the Negro Exposition Commission of California, 1940. His wife, Theresa Lindsay, is also prominent in the social realm of the city. Residence: 750 E. 52nd street, AD. 13575.



GILBERT W. LINDSAY

W. A. L. GILES, graduate Prairie View College, Texas; B.H. degree in Religion and Physical Education, Springfield College, Mass.; graduate in Physical Education Harvard University; B.A. degree in Religion, University of Southern California; writing thesis for M.A. degree in Recreation and Physical Education University of Southern California.

Organized in Fisk University, Nashville, Tennessee the first systematic program of physical training in any Negro College under a professionally trained colored man.

One of the organizers and the first Director of the Baltimore, Maryland Athletic League, later expanded into the Department of Health, Athletics, Physical Education, and Recreation for the State of Maryland.

Organized the first Reserve Officers Training Corps at Prairie View College in 1919, and was the first commissioned Negro officer assigned to that station.

Was for years Assistant Supervisor of Physical Education Public Schools, St. Louis, Missouri.

Was the first Negro Recreation Director on civil service basis, in the Los Angeles Municipal Recreation Dept. At present Chief Director 109 St. Playground; Chairman of Scout activities, member of Child Welfare Committee of Ben Bowie Post American Legion; member of Health and Safety Committee Los Angeles Metropolitan District Boy Scouts; member of Character Building Committee of Coordinating Council for four years, AND STILL "WISHING TO SERVE OTHERS." Member Omega Psi Phi Fraternity. Res. 1760 E. 113 St., Bus. Phone JE. 9680.



W. A. L. Giles

MR. J. R. BURT, special representative for the Mutual Benefit Health and Accident Association, has been with the same organization for 22 years and has blazed the trail in the field of insurance for the Race. Son of a North Carolina farmer, he quit his \$5.00 per month farm job at the age of 17 to find a better place in society. After working at all kinds of manual labor and ever seeking a higher position, he finally chose the insurance field. Starting with little knowledge of the business he studied the many phases of insurance and applied his knowledge as he went along. Today he is well qualified in all lines of insurance and holds top honors with Mutual Benefit as a consistent producer. The record he has achieved is a credit to his Race. An insurance specialist, he always searches out the best to offer the public and is ever ready to serve with courtesy and promptness.

Mr. Burt is an active member of 8th and Town Church, N. A. A. C. P., and the Y. M. C. A. Residence 1422 E. 90th St. Phone JE 2678. Office: 2403 Central Ave. Phone PR 2952. Los Angeles, Calif.



Mr. J. E. Burt

CLARENCE

MOORE, Prop. of the Memo Club and the Memo Liquor Store, 4264-4262 So. Central. Phone AD. 9333 - CE. 26767.

He has made a varied contribution to the "Avenue." When the Elks Bldg. was first built, his haberdashery, Moore's Quality Shop, was one of the first businesses in this fine building, the most distinctive of its type ever on "the Avenue." Later Mr. Moore became proprietor of the "Last Round Cafe" at 41st and Central. This Nite-Spot with its atmosphere "Aboard Shop" and awning to the curb with fine entertainment drew the visitors and celebrities of the land. This cafe was sold when Mr. Moore took over the present Memo Club site where design and beauty par-excellence are the original ideas of Mr. Moore and his wife. Through the years he has maintained a large staff of colored employees, with one of the biggest payrolls on the Avenue. His contribution to the District as an employer has been a real credit. Besides carrying on his business he contributes to many community organizations.



Clarence Moore



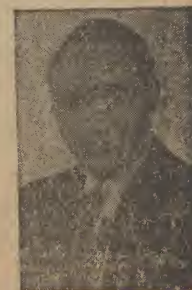
Verna Deckard Waters

VERNA DECKARD WATERS, business woman: has her own grocery, beer & wine department with the Louisiana Market, corner Vernon and Central. She specializes in fresh ranch eggs from the Merrill Ranch. Mrs. Waters also rents her home on Hooper Avenue to clubs for parties. She is a licensed real estate saleslady; has been Social Editor for the

Los Angeles Sentinel and for two years was a Demonstrator of Food Products. Active member of E. Pluribus Unum Club. Daughter of the late Jule L. Deckard, garage man. Mother of a 16-year-old son, Arthur Lewis. Res. 4356 Hooper Avenue. AD. 11051.

DEWEY DANIEL

DAVIDSON: Member of the Beta Psi Lambda Chapter of Alpha Phi Alpha Fraternity. President of the Men's Club of St. Phillips Protestant Episcopal Church. Graduate of the University of California and a member of the California Alumni Association. Member of N. A. A. C. P., 4620 Central Ave. CE. 23451, Los Angeles.



Dewey Daniel Davidson



C. C. Taylor

has earnest interest in community welfare and works for real progress. Phone CE. 27844.

C. C. TAYLOR, Attorney at Law, 2510 S. Central—practicing in L. A. since 1927. Legal adviser of Elks, Benj. Bowie Post of the American Legion and the W. J. Benton Corps. Donor of the Edward Taylor Tennis Trophy, emblematic of the State Jr. Tennis Championship —



H. Leonard Richardson

attorney for N. A. A. C. P. 1557 7th St. Phone TE. 5998

ATTORNEY H. LEONARD RICHARDSON, prominent attorney in the Bay Region; graduate of University of California B. L.; L. L. B. Served with distinction as 1st Lieutenant in World War I, commanding Co. "B" 350th Machine Gun Battalion. Hobbies: Baseball, golf, tennis, and swimming. Legal advisor for Draft Board No. 73

IVAN J. JOHNSON, III, attorney at law, member of law firm Johnson and Miller, 1105 E. Vernon Ave., CE. 2-8514. Assistant Counsel for Golden State Mutual Life Insurance Co., former assistant U. S. Attorney, Los Angeles. Member and past president Alpha Phi Alpha Fraternity, member State Central Committee Republican Party.



Ivan J. Johnson, III

MADAME ARABELLA

Madame Arabella is the daughter of the late Gus D. Whipple of Denver, Colorado, and niece of the late Maria Hamilton of Los Angeles known to many as "Mother Hamilton." She came to California in 1926 a graduate from the Technical Institute of Idaho, won a Singing Scholarship from the Federated Women's Club of Idaho, Utah.

Madame Arabella is a Radio Artist and has been known throughout California for her lovely voice.

Madame Arabella is an ordained minister and acclaimed by the Capitol, State and Forty-eight churches to possess a rare gift of Spiritual knowledge, Healing Power and a direct contact with God.

Her Motto is: "Justice and Righteousness Must Prevail!" You can find much joy at God's School of life at 977 E. 52 Pl. Los Angeles, California.



Raymond J. Smith First Vice-Commander of the American Legion, 92 Div., Buffalo Post. A charter member of Benj. J. Bowie Post, American Legion. Urging all those having seen foreign service with the U. S. join the Veterans of Foreign Wars. 1162 E. Vernon Ave.. AD. 3990.

RAYMOND J. SMITH: Commander of Frank Ernest Post, No. 2134, Veterans of Foreign Wars of the U.S.A. Chairman of Veterans Employment and Rehabilitation Committee. A member of the National Defense Committee for Veterans. Past

PRINCE WOODY of the Louisiana Fish Markets. This corporation started 8 years ago with one market at Vernon and Central Ave. and today has 6 markets, 103rd St., 1364 W. Jefferson—Adams & Central, Vermont & Adams and 817 S. La Brea. Mr. Woody is formerly from Detroit.

The success of this concern has been due to the first class quality and wide variety of their fish. Woody is usually at 4401 S. Central, Los Angeles, Calif.



Prince Woody

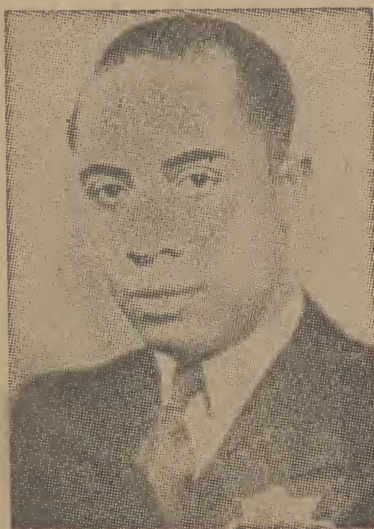
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Mr. Petty is happily married to the former Linnie Donelson, a graduate of Le Moyne College, Memphis, Tenn.

He is a member of the First A. M. E. Church where he holds membership in the Senior Choir. His hobby is golf and he is an enthusiastic player. Residence: 2068 W. 30th St., Los Angeles, Calif. Business phone VAndike 8238, residence PA. 0571.

EDWIN LOUIS PETTY, owner of Petty Produce Company, the first and only Produce Company owned and operated entirely by Negroes on the Pacific Coast.

It is located in the City Market at 9th and San Pedro Streets, Los Angeles, California. This wholesale produce establishment specializes in selling fruits and vegetables to retail markets, chain stores, large cafes and hotels.

Mr. Petty, starting in the produce business ten years ago as a truck driver, took advantage of every opportunity to advance and in a few years he was promoted to the position of Salesman. Thus, being the first Negro on the Pacific Coast to ever hold such a position.

After several successful years as an outstanding salesman, the opportunity he had long hoped for presented itself.

A native of Memphis, Tenn., Mr. Petty is now the owner of a successful Produce Company bearing his name. He has opened a new field for Negroes. He employs ten men and two bookkeepers. He owns and operates three trucks for the purpose of retail markets, etc.

JAMES DAVIS, successful young salesman, associated with Oakland's largest and oldest home furnishing store — the Jackson Furniture Company, Clay at 13th street, phone TEmplesbar 5800. The brilliant sales record that Mr. Davis has made during his six years in the employ of this company is both an achievement on the merits of his sales ability and a creditable reflection upon the Race he represents and serves. Were it not for the broad and democratic policy of the Jackson Furniture Co. to employ Negroes on its sales staff, this contribution would not be recorded in the achievement section of our publication.

Mr. Davis is well fitted for his position by virtue of his likable personal qualifications and his education and specialized training. Born in Tennessee, he was educated in the state of Kansas. He is a graduate of the Kansas State College. He came to California in 1928 and in 1935 entered the employ of the General Electric Company as salesman. The following year he started work at his present position. The volume of his monthly business keeps him highly rated among Jackson's best producers.



James Davis

HARRY L. ARMSTRONG

President of the L. A. Division of Brotherhood of Sleeping Car Porters, a charter member of this group. He joined in New York 1925 and ever since served in various offices—floor member, executive board member, vice-president and twice a delegate to the International Convention. He is an active member of the NAACP and American Woodman. L. A. Hdqts., 1208 E. 20th St. PR. 3626.



Harry L. Armstrong



OSCAR GREER

a affectionately known as "Oscar." This sterling character is the Proprietor of Oscar's Auto Laundry, 1153 W. Jefferson. PA. 9675. He is formerly of Needles, Calif. There for 17 years, he was foreman of the oil burner dept. for the Santa Fe Railway Co., supervising over 85 men of all races. He is the only salaried man of his race to have ever held that position with the Santa Fe Railway Co.

DR. W. CLYDE ALLEN

physician and surgeon, graduate Howard U. School of Medicine, 1932. Interned one year at Kansas City General Hospital. Was health officer at Kansas City, Kansas for 6 years. Took post graduate work at Columbia U., New York City, 1940. He is a member of the L. A. County Medical Society and a Fellow in the American Medical Association. Office: 1067 E. Vernon Ave. at Central. Phone: AD 4466 day or night.



Dr. W. Clyde Allen



Walter L. Gordon, Jr.

WALTER L. GORDON, JR., son of Walter L. Gordon, Sr., pioneer realtor of Los Angeles. Born in Santa Monica, graduate of U. S. C. Prep school, and Ohio State University, receiving his LL.B. A member of Alpha Phi Alpha fraternity.

He married Anne Franklin, daughter of Dr. Jas. Franklin of Prairie View State Hospital—has one child, Walter L. Gordon III. Res. 4707 Wall St. CE. 21320.

LYDIA WILSON

committee woman of the Democratic County Central Committee of the 63rd Assembly District; secretary of the Democratic Negro Council of Los Angeles; Secretary of the Democratic Citizens League, and past president of the Live Wire Club of the Independent Church. Mrs. Wilson also serves as executive secretary of the United Domestic Service League. Residence: 1253 W. 35th St., PA. 4885, Los Angeles, Calif.



Lydia Wilson

OSCAR L. SOARES

Chairman of March on Washington Movement, Los Angeles Branch, and Sec. - Treas. L. A. Division Brotherhood of Sleeping Car Porters. His sterling character and diligence make him most valuable to these organizations. Hdqts. 1208 E 20th St. PR. 3626.

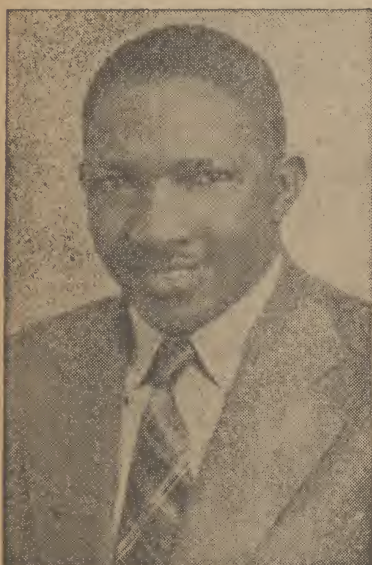


Oscar L. Soares

WAR PRICE AND RATIONING BOARD No. 5-40

The Negroes of Los Angeles were honored with the recent appointment of the War Price and Rationing Board No. 5-40 headed by B. B. Bratton, Board Chairman. This war agency board, located at 4504 So. Central Ave., in the basement of the Vernon Library, issues certificates which authorize the purchase of sugar, tires, automobiles, typewriters, bicycles, and other commodities which come under the Rationing Board Authority.

Seated above are Rationing Board members, left to right, Dr. Vada Sommerville, Rev. E. W. Rakestraw, Troy Black, Mrs. Edythe Warner, L. B. Wilson, Ex. Sec'y, B. B. Bratton, Chairman, Mrs. Echo S. Robinson, Rev. D. Robert Cofield, Mrs. Viola D. Coleman, and Mrs. Evelyn Leonard.



James Hayes

JAMES HAYES, successful businessman of 25 years experience in Los Angeles. In his long business career he has served thousands of people of all nationalities and has made countless friends in all walks of life. A native of New Orleans, La., and former co-owner of the Lewis and Hayes Signal Gasoline Service Station at 35th and Central Ave., he is today outstanding as an automobile salesman. Listed among his perenial customers are the big names in the business and professional world.

Due to the halt in production of automobiles, Mr. Hayes is now devoting most of his time to real estate. He is a licensed salesman associated with Louis B. Stein at 2502 So. Central Ave., phone AD. 0712. He is specializing in buying and selling property, and making loans. Developing a specialty service to fit two vital needs—transportation and housing, Mr. Hayes program of buying, selling, refinancing, and making loans on homes and automobiles is meeting with great success. . . . Res.: 3407 Naomi Ave., Los Angeles, Calif. Tel. CE. 28806.

MR. WOODY WASHINGTON, a resident of the Beach for more than twenty years, is a faithful member of the Calvary Baptist Church which Church he serves as senior Deacon. He owns a beautiful home on 11th St. just one short block from Santa Monica Boulevard. He is

active in civic as well as religious life of the community, being the Treasurer of the Local Branch N. A. A. C. P. and also member of the Ocean View Lodge No. 15 Knights of Pythias. Residence: 1423-11th St., Santa Monica, Calif.



Woody Washington

MADAME PEARL C. WALTON, a born character reader, playwright, poetess and actress. She is a graduate of Langston and Western Universities as Teacher of Home Economics and Dramatics. She has compiled her own book for teaching dramatic art and is a nationally known dramatic reader and teacher. Madame Walton is the founder of the "Talent Lifters Organization" in God's Talent House located at 220 E. 47th Place, Los Angeles, Calif.



Madame Pearl C. Walton

LLOYD C. GRIFFITH, attorney at law, member of the law firm Griffith and Griffith, 1105 E. Vernon Ave., CE. 29078, the only Negro to receive the coveted Sigma Rho Key — International Honorary Debating Fraternity — at the University of Southern California in 1936.



Thomas L. Griffith

THOMAS L. GRIFFITH, attorney, member of law firm Griffith & Griffith, 1105 E. Vernon Ave., CE. 29078, Pres. of local NAACP; member of National Board of NAACP; executive committee of the American Civil Liberties Union; board member YMCA; Urban League; California Eagle; Second Baptist Church and Friendship Center Board of Directors; member California Bar and Republican County Central Committee.



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His knowledge of Law has been a safeguard to his clients. In his desire to see his race have better housing conditions, he has constantly and successfully fought block restriction which have prevented Negroes from living in better localities. As a result of his aggressive efforts many families are now living in modern houses and apartments.

He is an active member of Bethel A. M. E. Church, member of Knights and Daughters of Tabor.

Business Office: 3056 Imperial Avenue, San Diego. Phone Main 0260.



Frank J. Whitley

FRANK J. WHITLEY, licensed real estate broker, is an active civic and political worker. He is past president of the Los Angeles Forum; organizer and past president of the Golden West Real Estate Board, and lecturer on Negro History. In religious work, he served three years as Superintendent of Sunday School at Christ Temple Church, Bishop C. P. Jones, Pastor, 54th & Hooper. Business office: 4808 So. Central Ave., Los Angeles, Calif. Phone CE. 22157.

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ROBERT B. NEWMAN, an executive of the Associated Property Owners Realty Service Inc., 1107½ E. Vernon Ave., CE. 29039, is a licensed Real Estate Broker, Notary Public, Insurance Agent and a graduated and approved Appraiser.

Along with the necessary training to qualify in this position, Mr. Newman has had extensive experience in housing, new tract developments and has given intensive study to the problems of property owners.

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Robert B. Newman



Robert Jones



Addie Mae Jones

ROBERT JONES, housecleaning expert, came to California from Texas a few years ago and through his industriousness has built a new and successful business in Santa Monica. He specializes in first class house cleaning—window washing, floor and furniture waxing, and rug cleaning. Mr. Jones has special cleaning equipment, service truck and employs several assistants. He is ably assisted by his competent and charming wife, who serves as secretary and bookkeeper. Address: 1667 Seventeenth Street, Santa Monica, Calif. Phone S. M. 59816.



CLAUDE ELLSWORTH McKINNEY

become known as a symbol of Methodism and one of its leading exponents in So. Calif. McKinney was "raised from a dead level to a living perpendicular on the square" in Holland Lodge No. 20, F. & A. M. and was its Master in 1923. Admitted to the Most Sovereign Grand Lodge of California and its jurisdiction the year '23 was appointed its Grand Orator. For 14 years supervised its financial policy as Chairman of Finance and Returns. Member of Electa Chapter No. 3, O.E.S. Served 2 years as Pres. L. A. Forum, the city's oldest civic organization. Member NAACP and many years member Executive Board. Member and active in all Y. M. C. A. drives, Pres. L. A. Business League, rapidly becoming the most potent force and guiding influence of commercial, business and economic life of the race in L. A.

CLAUDE ELLSWORTH McKINNEY. Widely known as "McKinney Did It," received his early training at Vicksburg, Mississippi. Further literary and technical work completed at Tuskegee under Booker T. Washington. He came to California on St. Patrick's Day in 1917. Soon after entered the commercial advertising field. From the first, his idea of dependable service and quality workmanship won the approval of a wide clientel among all people regardless of race or nationality, and is today one of the most outstanding Sign Painters east of Main Street. "McKinney Did It" on a sign has equal significance with "Sterling" on silver.

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Born in the A. M. E. Church, McKinney transferred his membership to First Church, 8th and Towne. He immediately began active duty and for nearly a quarter of a century served in various official capacities to

ELDER G. NATHANIEL BANKS

is pastor of the Beacon Light Seventh-Day Adventist Church of San Diego. He came to this church from Central California about five years ago. Under his leadership the church has continued to grow and prosper in a forceful way, and is proving a real spiritual asset to worshippers in the San Diego area.

Music in the church is always provided by the outstanding young people's choir. This choir is unique in that it is composed entirely of young people and is under the direction of a young person, Miss Vivian McRae.

A strong evangelistic program is always to be found at the Beacon Light Church and the services are always well planned to meet your interest. Recently the church was beautifully remodeled and we invite all who are interested to be our next guests. Our doors are always open.



Elder G. Nathaniel Banks



Mildred M. Triggs pleasure for customers to buy records at Flash Studio, 998 E. Vernon Ave. A native of Arkansas, she is president of the Aristocrats Club and the Social Debutantes. Res. 11620 S. Gorman Ave., Compton, Calif. RI. 0331.

MILDRED MAXINE TRIGGS, former Compton J. C. student, now engaged as salesgirl at FLASH PHONOGRAPH RECORD STUDIO, the Eastside's most popular record shop. Her pleasing personality and courteous disposition make it a



Almeter Nicholson

manager in 1942. Her efficient service, in handling the record needs of the public has proved valuable to her employer Patrick C. Reynolds. Member of YWCA and Society Few Social Club. Res. 2111 W. 30 St., PA. 6755.

ALMETER NICHOLSON, graduate Polytechnic Hi School 1941, stepped from class-room to position of salesgirl at FLASH PHONOGRAPH RECORD STUDIO, 998 E. Vernon Ave., Los Angeles. Quickly mastering the details of the record business, she was promoted to

KING JOHNSON, chairman of the Los Angeles division of Pullman Porters Benefit Association of America. A delegate for two years to the National Convention in Chicago, Ill. One of the outstanding workers of the Brotherhood of Sleeping Car Porters affiliated with the American Federation of Labor. A Trustee of the Westminister Presbyterian Church, L. A., for 17 years. Residence: 2128 W. 30th Street. Phone RE. 3627, Los Angeles, Calif.



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